

Privacy Policy

Last updated: February 2026

Beyond the Splash is committed to protecting your personal data and respecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This policy explains how we collect, use and protect your information when you interact with us.

1. Who We Are

Business name: Beyond the Splash

Contact email: megbeyondthesplash@gmail.com

Location: Borehamwood, UK

For the purposes of data protection law, Beyond the Splash is the data controller of the personal information you provide.

2. What Information We Collect

We may collect and process the following information:

- Parent/carer name
- Contact details (email, phone number)
- Baby's first name and date of birth/age
- Relevant medical or additional needs information (where provided)
- Emergency contact details
- Booking and payment information
- Messages sent via Instagram, email or booking forms
- Marketing preferences (where you opt in)

We only collect information that is necessary to deliver safe and effective sessions.

3. How We Use Your Information

We use your information to:

- Process and manage bookings
- Deliver Bath Babies sessions safely
- Contact you about your booking
- Respond to enquiries
- Maintain attendance and safety records
- Improve our services
- Send occasional updates or information (only where you have opted in)

We do not sell or share your data for third-party marketing.

4. Lawful Basis for Processing

Under UK GDPR, we rely on the following lawful bases:

- Contract — to deliver the services you have booked
- Legitimate interests — to manage and improve our services
- Consent — for marketing communications and any use of images
- Legal obligation — where required for health and safety or safeguarding

5. Medical and Baby Information

Any health or additional needs information you provide is used solely to support your baby safely during sessions.

This information is treated with particular care and is only accessed where necessary.

6. How We Store and Protect Your Data

We take appropriate steps to keep your information secure, including:

- Secure booking systems
- Password-protected devices
- Limited access to personal data

We only keep your data for as long as reasonably necessary to fulfil the purposes outlined in this policy and to meet legal or insurance requirements.

7. Photography and Media

Photos or videos of you or your baby will never be taken or used for marketing without your explicit written consent.

You may withdraw consent at any time by contacting us.

8. Your Data Protection Rights

Under UK GDPR, you have the right to:

- Request access to your personal data
- Request correction of inaccurate data
- Request erasure of your data (in certain circumstances)

- Object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact us using the details above.

9. Third-Party Services

We may use trusted third-party providers (such as booking platforms or payment processors) to help deliver our services.

These providers only process your data on our instructions and are required to comply with UK data protection law.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on request or via our booking platform.

11. Contact

If you have any questions about this Privacy Policy or how your data is handled, please contact:

Beyond the Splash

megbeyondthesplash@gmail.com

Borehamwood, UK